

Patent  
Attorney Docket: AUS920010177US1  
(IBM/0003)

IN THE CLAIMS:

Please amend claims 1, 2, 9, 10, 17, 18 and 25 and enter new claims 29-31 according to the following replacement claim set:

1. (Currently Amended) A computer implemented method for providing targeted advertising content, comprising:  
communicating electronically with a sensor placed within a local environment;  
detecting a change in one or more physical parameters communicated by the sensor, wherein the detected change is that is representative of a local event associated with a given the local environment, wherein the local event is other than an interaction by a consumer with a browser;  
selecting an advertisement having a predetermined association with the local event detected;  
and  
delivering the advertisement to a local communicating device associated with the given local environment.
2. (Currently Amended) The method of claim 1, wherein the local communicating device communicates with the [[a]] consumer within the given environment by audio performance or video display.
3. (Original) The method of claim 1, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet appliance, personal digital assistant, network-connected electronic white goods, and a combination thereof within the given local environment.
4. (Original) The method of claim 1, wherein the step of selecting an advertisement comprises searching a database of advertisements and events associated with the advertisements.
5. (Original) The method of claim 1, wherein the local communicating device is associated with the given local environment by a factor selected from common location, common owner, or common user.

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6. (Original) The method of claim 1, wherein the one or more physical parameter is selected from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.
7. (Original) The method of claim 1, wherein the identified local event is assigned an event code.
8. (Original) The method of claim 1, further comprising:  
identifying a consumer profile associated with the local communicating device; and  
selecting an advertisement having a predetermined association with the local event detected and one or more aspect of the consumer profile.
9. (Currently Amended) A ~~computer~~ system comprising:  
communication means for electronically communicating with a sensor placed within a local environment;  
detection means for detecting a change in one or more physical parameters communicated by the sensor, wherein the detected change is that is representative of a local event associated with a given the local environment, wherein the local event is other than an interaction by a consumer with a browser;  
selection means for selecting an advertisement having a predetermined association with the local event detected; and  
delivery means for delivering the advertisement to a local communicating device associated with the given local environment.
10. (Currently Amended) The system of claim 9, wherein the local communicating device communicates with ~~[[a]]~~ the consumer within the given environment by audio performance or video display.
11. (Original) The system of claim 9, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet appliance, personal digital

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assistant, network-connected electronic white goods, and a combination thereof within the given environment.

12. (Original) The system of claim 9, wherein the selection means for selecting an advertisement comprises search means for searching a database of advertisements and events associated with the advertisements.

13. (Original) The system of claim 9, wherein the local communicating device is associated with the given environment by a factor selected from common location, common owner, or common user.

14. (Original) The system of claim 9, wherein the one or more physical parameter is selected from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.

15. (Original) The system of claim 9, wherein the identified local event is assigned an event code.

16. (Original) The system of claim 9, further comprising:

identification means for identifying a consumer profile associated with the local communicating device; and

selection means for selecting an advertisement having a predetermined association with the local event detected and one or more aspect of the consumer profile.

17. (Currently Amended) A computer program product including instructions embodied on a computer readable medium, the instructions comprising:

communication instructions for communicating electronically with a sensor placed within a local environment;

detecting detection instructions for detecting a change in one or more physical parameters communicated by the sensor, wherein the detected change is that is representative of a local event associated with a given the local environment, wherein the local event is other than an interaction by a user with a browser.

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selection instructions for selecting an advertisement having a predetermined association with the local event detected; and

delivery instructions for delivering the advertisement to a local communicating device associated with the given local environment.

18. (Currently Amended) The computer program product of claim 17, wherein the local communicating device communicates with [[a]] the consumer within the given environment by audio performance or video display.

19. (Original) The computer program product of claim 17, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet appliance, personal digital assistant, network-connected electronic white goods, and combinations thereof within the given environment.

20. (Original) The computer program product of claim 17, wherein the selection instructions for selecting an advertisement comprises search instructions for searching a database of advertisements and events associated with the advertisements.

21. (Original) The computer program product of claim 17, wherein the local communicating device is associated with the given environment by a factor selected from common location, common owner, or common user.

22. (Original) The computer program product of claim 17, wherein the one or more physical parameter is selected from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.

23. (Original) The computer program product of claim 17, wherein the identified local event is assigned an event code.

24. (Original) The computer program product of claim 17, further comprising:

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identification instructions for identifying a consumer profile associated with the local communicating device; and

selection instructions for selecting an advertisement having a predetermined association with the local event detected and one or more aspect of the consumer profile.

25. (Currently Amended) An advertisement provider computer for selecting advertisements to be transferred via the internet, comprising:

an advertising module executable at the advertisement provider computer, wherein the advertising module is configured to select an advertisement based on a consumer activity detected by a sensor placed within a given local environment selected from a room, a house, a building, an outdoors associated with the house, the room or the building or combinations thereof and configured to transfer the advertisement to the consumer, wherein the consumer activity does not include an interaction with a browser.

26. (Original) The advertisement provider computer of claim 25, wherein the advertising module is further configured to accept a consumer event code from the consumer.

27. (Original) The advertisement provider computer of claim 25, wherein the advertising module is further configured to accept a content provider information, wherein the content provider information comprises content provider demographic information, and wherein the advertisement is selected on the basis of consumer activity and one or more additional criteria selected from the group consisting of consumer demographic information and content provider demographic information.

28. (Original) The advertisement provider computer of claim 25, further comprising:  
an advertisement database configured to store advertisement information.

29. (New) The method of claim 1, wherein the local environment is selected from a building, an outdoors associated with the building, or combinations thereof.

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30. (New) The method of claim 29, wherein the building is selected from a room, a house, an apartment building, a commercial building, a garage, an outbuilding, or combinations thereof.

31. (New) The method of claim 1, wherein the local event is other than an interaction by the consumer with a computer.